

DD/A Registry

82-2205/1

DD/A REGISTRY

FILE: 83 100-20

14 September 1982

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MEMORANDUM FOR:

Executive Officer, ODP

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FROM:

Executive Officer to the DDA

SUBJECT:

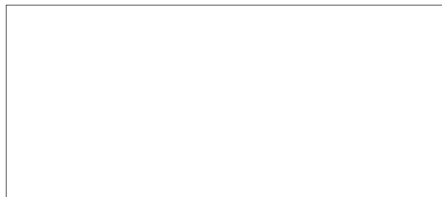
IBM Briefing for Agency Executives

REFERENCE:

Your memorandum to EO/DDA, dated 10 September 1982,
Same Subject

1. Per your suggestion, we have invited the following individuals to attend the one-day briefing at IBM on the 26th of October along with Messrs. Fitzwater, McDonald, and Johnson:

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2. Per our conversation, I suggest that you arrange to get the Beechcraft to handle travel to and from White Plains. I advised the above named individuals that you would be in touch with them to provide them with additional details regarding travel to and from White Plains.

3. Let me know if I can be of assistance.

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EO/DDA,  cn (13 Sept 1982)

Distribution:

- 0 - Addressee
- 1 - DDA Subject
- 1 - DDA Chrono
- 1 - EO/DDA Chrono
- 1 - DDA
- 1 - ADDA

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

IBM Briefing for DA Executives

82-2205

FROM:

EXTENSION

NO.

ODP 82-1336

DATE

10 September 1982

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

EXO/DDA
7D24 Hqs

2.

3.

4.

5.

6.

7.

8.

9.

10.

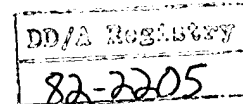
11.

12.

13.

14.

15.



10 SEP 1982
ODP 82-1336

DDA ✓
AIDSA ✓
D/ODP ✓

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MEMORANDUM FOR: Executive Officer, DDA

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FROM:
Executive Officer, ODP

SUBJECT: IBM Briefing for DA Executives



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1. Attached is the agenda for the one-day executive briefing that IBM has arranged for Mr. Fitzwater, Mr. McDonald, and Mr. Johnson on 26 October. IBM has informed us that there is room for eight to ten Agency executives all together. Mr. Johnson thought that perhaps you and some of the Office Directors, especially would like to join the trip to White Plains.

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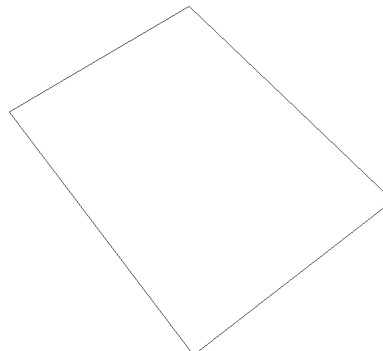
2. I leave it up to you as to how to handle this. Please let me know if I can help.



Attachment: a/s

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Wachner



82-2205

SPECIAL EXECUTIVE BRIEFING - BRUCE JOHNSON

IBM Corporation
National Accounts Division Headquarters
1133 Westchester Avenue
White Plains, New York

This sample agenda is provided as a guide.

9:00 - 9:15 Welcome and Coffee

9:15 - 9:30 Need for Information Systems

A general description of how business has changed in the past decade and the need for management to develop new information systems to maintain control of the organization.

9:30 - 9:45 Organization

A description of IBM's organization is presented so that the Director may understand the development of the IBM management system. Executives are particularly interested in how IBM is structured since some of our organizational approaches may be applicable to their organization.

9:45 - 10:30 Corporate Planning

The evolution of IBM's planning system and the development of the Business Plan are described. The importance of data processing as a part of the overall Plan is pointed out. Customer executives are often interested in how IBM plans and why we have changed various elements of our planning system.

10:30 - 10:45 Break

10:45 - 12:30 Advanced Administrative System

The system is used to describe the ways that large information systems may support the operational functions of the organization and form the basis for management to obtain the information to maintain timely and controlled operations. In addition, the justification for this system and the lessons learned from its implementation are discussed. A brief demonstration of the system is included.

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12:30 - 2:00 Lunch in Private Dining Room

2:00 - 4:00 Other Presentations

Technology Trends

- . Large Systems
- . Storage Systems

Teleconferencing

Project Management

Speech Recognition